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III Semester B.B.A. (BCU) Degree Examination, March - 2021

AVIATION MANAGEMENT
Marketing And Retail Management
(CBCS Semester Scheme) (FRESH)

Time : 3 Hours

Maximum Marks : 70

Instructions to Candidates:

Answers should be written in English only.

SECTION - A1. Answer any **FIVE** questions. Each question carries **TWO** marks.

(5×2=10)

- a) What is Marketing?
- b) What is market segmentation.
- c) Give the meaning of new product.
- d) What is pricing method.
- e) What is situation Analysis.
- f) What is product planning?
- g) Mention stages of product life cycle.

**SECTION - B**Answer any **THREE** questions. Each question carries **SIX** marks.

(3×6=18)

- 2. Briefly explain evaluation of marketing.
- 3. What is marketing management? Explain briefly its importance.
- 4. What is product and explain briefly concept of product life cycle.
- 5. What is retail management and explain briefly its functions.

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38322

SECTION - C

Answer any **THREE** questions. Each question carries **FOURTEEN** marks. (3×14=42)

6. What is marketing? Explain the functions of marketing.
7. What is product life cycle? Explain the various stages in product life cycle.
8. Explain the evolution and size of retail in India.
9. Discuss about retailing as a career and trends in retailing.

